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ABSTRACT

A system for transferring data between a centrally located site and a portable communications terminal via a telephone network, the site having associated therewith a look up table containing plurality of data records correlating to items disposed at a retail establishment, wherein each of the items has associated therewith a bar code
10 encoded with the indicia unique to each item, with each of the bar coded indicia corresponding to a particular record in the table, the data containing at least a portion of said record.

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